

WHAT IS CLAIMED IS:

1. A hair styling composition comprising at least one encapsulated adhesive,

wherein said at least one encapsulated adhesive comprises at least one adhesive encapsulated by at least one encapsulating material.

2. The hair styling composition according to claim 1, further comprising a cosmetically acceptable carrier.

3. The hair styling composition according to claim 1, wherein said at least one encapsulated adhesive is present in an amount effective to provide a holding effect.

4. The hair styling composition according to claim 1, wherein said at least one encapsulating material is chosen from film forming materials.

5. The hair styling composition according to claim 4, wherein said at least one encapsulating material is chosen from starch derivatives.

6. The hair styling composition according to claim 1, wherein said at least one adhesive is chosen from polymeric adhesives.

7. The hair styling composition according to claim 3, wherein said at least one encapsulated adhesive has an  $F_{\max}$  greater than about 0.5 N.

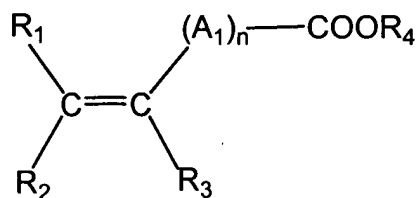
8. The hair styling composition according to claim 3, wherein said at least one encapsulated adhesive has an  $F_{\max}$  greater than about 1N.

9. The hair styling composition according to claim 3, wherein said at least one encapsulated adhesive has an  $F_{\max}$  greater than about 4N.

10. The hair styling composition according to claim 3, wherein said at least one encapsulated adhesive has an  $E_s$  less than about 300  $\mu$ J.

11. The hair styling composition according to claim 6, wherein said polymeric adhesives are chosen from (meth)acrylic copolymers comprising: (a) units derived from at least one monomer present at from about 0.1% to about 99% by weight and (b) units derived from at least one co-monomer present at up to about 99.9% by weight of the total weight of the polymer.

12. The hair styling composition according to claim 11, wherein the at least one monomer recited in (a) is represented by formula:



wherein n is an integer ranging from 0 to 10;  $A_1$  denotes a methylene group and when n is greater than 1, each  $A_1$  is independently represented by  $-LCH_2-$ , where L is chosen from a valency bond and heteroatoms;  $R_1$  is chosen from hydrogen, phenyl groups, and benzyl groups;  $R_2$  is chosen from hydrogen, lower alkyl groups, and carboxyl groups; and  $R_3$  is chosen from hydrogen, lower alkyl groups,  $-CH_2-COOH$  groups, phenyl groups, and benzyl groups; and  $R_4$  is chosen from hydrogen,  $C_1$  to  $C_{18}$  alkyls,  $C_2$  to  $C_8$  alkoxyalkyls,  $C_2$  to  $C_8$  alkylthioalkyls, and  $C_2$  to  $C_8$  cyanoalkyls.

13. The hair styling composition according to claim 11, wherein said (meth)acrylic copolymers further comprise (c) units derived from at least one vinylidene co-monomer containing at least one group chosen from carboxyl and

hydroxyl groups present at from about 1% to about 10% by weight of the total weight of the polymer.

14. The hair styling composition according to claim 6, wherein said polymeric adhesives are chosen from anionic, nonionic, cationic, and amphoteric fixing polymers.

15. The hair styling composition according to claim 1, wherein said at least one encapsulated adhesive is present in said composition at a concentration ranging from about 0.1% to about 50% relative to the total weight of said composition.

16. The hair styling composition according to claim 1, further comprising at least one additive chosen from conditioning agents; reducing agents; silanes; fatty substances; thickeners; anti-foaming agents; hydrating agents; fillers; sunscreens; active haircare agents; perfumes; preservatives; cationic, anionic, nonionic, and amphoteric surfactants; cationic, anionic, nonionic, and amphoteric polymers; polyols; proteins; provitamins; vitamins; dyes; tints; bleaches; and pH adjusting agents.

17. A hair styling composition comprising, in a cosmetically acceptable carrier, at least one encapsulated adhesive,

wherein said at least one encapsulated adhesive comprises at least one adhesive encapsulated by at least one encapsulating material,

wherein the hair styling composition is in a form chosen from sprays, aerosols, mousses, gels, sticks, muds, and lotions.

18. An aerosol device comprising a vessel, which comprises

(1) an aerosol composition, which comprises

a liquid phase comprising, in a cosmetically acceptable carrier, at least one composition comprising at least one encapsulated adhesive, wherein said at least one encapsulated adhesive comprises at least one adhesive encapsulated by at least one encapsulating material, and

a propellant, and

(2) a dispenser.

19. A method of cosmetically treating hair, comprising applying to the hair before, during, or after shaping of the hairstyle a hair styling composition, which comprises, in a cosmetically acceptable carrier, at least one encapsulated adhesive, wherein said at least one encapsulated adhesive comprises at least one adhesive encapsulated by at least one encapsulating material.

20. A method of manufacturing a hair styling composition comprising including at least one encapsulated adhesive in a hair styling composition, wherein said at least one encapsulated adhesive comprises at least one adhesive encapsulated by at least one encapsulating material.

21. A method for providing a holding effect to hair, comprising applying to the hair a composition comprising, in a cosmetically acceptable carrier, at least one encapsulated adhesive comprising at least one adhesive encapsulated by at least one encapsulating material, wherein said at least one encapsulated adhesive is present in an amount effective to provide a holding effect.

22. A reshapable hair styling composition comprising at least one encapsulated adhesive,

wherein said at least one encapsulated adhesive comprises at least one adhesive encapsulated by at least one encapsulating material,

wherein said at least one encapsulated adhesive is present in an amount effective to provide a reshapable effect.

23. The reshapable hair styling composition according to claim 22, further comprising a cosmetically acceptable carrier.

24. The reshapable hair styling composition according to claim 22, wherein said at least one encapsulating material is chosen from film forming materials.

25. The reshapable hair styling composition according to claim 24, wherein said at least one encapsulating material is chosen from starch derivatives.

26. The reshapable hair styling composition according to claim 22, wherein said at least one adhesive is chosen from polymeric adhesives.

27. The reshapable hair styling composition according to claim 22, wherein said at least one encapsulated adhesive has an  $F_{\max}$  greater than about 0.5 N.

28. The reshapable hair styling composition according to claim 22, wherein said at least one encapsulated adhesive has an  $F_{\max}$  greater than about 1N.

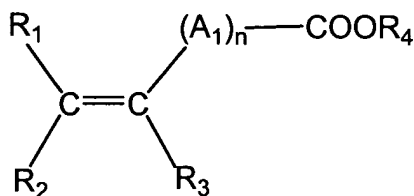
29. The reshapable hair styling composition according to claim 22, wherein said at least one encapsulated adhesive has an  $F_{\max}$  greater than about 4N.

30. The reshapable hair styling composition according to claim 22, wherein said at least one encapsulated adhesive has an  $E_s$  less than about 300  $\mu$ J.

31. The reshapable hair styling composition according to claim 26, wherein said polymeric adhesives are chosen from (meth)acrylic copolymers comprising: (a) units derived from at least one monomer present at from about 0.1% to about 99%

by weight and (b) units derived from at least one co-monomer present at up to about 99.9% by weight of the total weight of the polymer.

32. The hair styling composition according to claim 31, wherein the at least one monomer recited in (a) is represented by formula:



wherein n is an integer ranging from 0 to 10; A<sub>1</sub> denotes a methylene group and when n is greater than 1, each A<sub>1</sub> is independently represented by -LCH<sub>2</sub>-, where L is chosen from a valency bond and heteroatoms; R<sub>1</sub> is chosen from hydrogen, phenyl groups, and benzyl groups; R<sub>2</sub> is chosen from hydrogen, lower alkyl groups, and carboxyl groups; and R<sub>3</sub> is chosen from hydrogen, lower alkyl groups, -CH<sub>2</sub>-COOH groups, phenyl groups, and benzyl groups; and R<sub>4</sub> is chosen from hydrogen, C<sub>1</sub> to C<sub>18</sub> alkyls, C<sub>2</sub> to C<sub>8</sub> alkoxyalkyls, C<sub>2</sub> to C<sub>8</sub> alkylthioalkyls, and C<sub>2</sub> to C<sub>8</sub> cyanoalkyls.

33. The reshapable hair styling composition according to claim 31, wherein said (meth)acrylic copolymers further comprise (c) units derived from at least one vinylidene co-monomer containing at least one group chosen from carboxyl and hydroxyl groups present at from about 1% to about 10% by weight of the total weight of the polymer.

34. The reshapable hair styling composition according to claim 26, wherein said polymeric adhesives are chosen from anionic, nonionic, cationic, and amphoteric fixing polymers.

35. The reshapable hair styling composition according to claim 22, wherein said at least one encapsulated adhesive is present in said composition at a concentration ranging from about 0.1% to about 50% relative to the total weight of said composition.

36. The reshapable hair styling composition according to claim 22, further comprising at least one additive chosen from conditioning agents; reducing agents; silanes; fatty substances; thickeners; anti-foaming agents; hydrating agents; fillers; sunscreens; active haircare agents; perfumes; preservatives; cationic, anionic, nonionic, and amphoteric surfactants; cationic, anionic, nonionic, and amphoteric polymers; polyols; proteins; provitamins; vitamins; dyes; tints; bleaches; and pH adjusting agents.

37. A reshapable hair styling composition comprising, in a cosmetically acceptable carrier, at least one encapsulated adhesive,

wherein said at least one encapsulated adhesive comprises at least one adhesive encapsulated by at least one encapsulating material,

wherein said at least one encapsulated adhesive is present in an amount effective to provide a reshapable effect, and

wherein the hair styling composition is in a form chosen from sprays, aerosols, mousses, gels, sticks, muds, and lotions.

38. An aerosol device comprising a vessel, which comprises

(1) an aerosol composition, which comprises

a liquid phase comprising, in a cosmetically acceptable carrier, at least one composition comprising at least one encapsulated adhesive, wherein said at

least one encapsulated adhesive comprises at least one adhesive encapsulated by at least one encapsulating material and is present in an amount effective to provide a reshapable effect, and

a propellant, and

(2) a dispenser.

39. A method of cosmetically treating hair, comprising applying to the hair before, during, or after shaping of the hairstyle a reshapable hair styling composition, which comprises, in a cosmetically acceptable carrier, at least one encapsulated adhesive,

wherein said at least one encapsulated adhesive comprises at least one adhesive encapsulated by at least one encapsulating material and

wherein said at least one encapsulated adhesive is present in an amount effective to provide a reshapable effect.

40. A method of manufacturing a reshapable hair styling composition comprising including at least one encapsulated adhesive in a hair styling composition,

wherein said at least one encapsulated adhesive comprises at least one adhesive encapsulated by at least one encapsulating material and is present in an amount effective to provide a reshapable effect.

41. A method of reshaping hair, comprising

(a) applying to the hair before, during, or after initial shaping of the hair into a hairstyle a composition comprising, in a cosmetically acceptable carrier, at least one



Category	Sub-category	Frequency	Percentage	Mean	Standard Deviation	Median	Mode	Range	Skewness	Kurtosis
Demographics	Age	18-25	15.2%	22.5	5.8	20	25	8	-0.2	2.5
	Gender	Male	55.1%	55.1%	1.0	0.0	1	0	0.0	0.0
Usage	Frequency	Daily	32.5%	1.2	0.8	1	1	0	-0.5	1.2
	Duration	1-5 years	45.3%	3.2	1.5	2	5	0	0.1	2.8
Attitudes	Perceived Ease of Use	Strongly Agree	12.1%	4.5	1.2	4	5	1	-0.3	1.5
	Perceived Usefulness	Strongly Agree	18.7%	4.8	1.1	4	5	1	-0.4	1.4
Behavioral Intent	Willingness to Use	Strongly Agree	22.3%	4.6	1.0	4	5	1	-0.2	1.6
	Recommendation	Strongly Agree	19.5%	4.7	1.1	4	5	1	-0.3	1.5

Category	Sub-category	Frequency	Percentage	Mean	Standard Deviation	Median	Mode	Range	Skewness	Kurtosis
Demographics	Age	18-25	15.2%	22.5	5.8	20	25	8	-0.2	2.5
	Gender	Male	55.1%	55.1%	1.0	0.0	1	0	0.0	0.0
Usage	Frequency	Daily	32.5%	1.2	0.8	1	1	0	-0.5	1.2
	Duration	1-5 years	45.3%	3.2	1.5	2	5	0	0.1	2.8
Attitudes	Perceived Ease of Use	Strongly Agree	12.1%	4.5	1.2	4	5	1	-0.3	1.5
	Perceived Usefulness	Strongly Agree	18.7%	4.8	1.1	4	5	1	-0.4	1.4
Behavioral Intent	Willingness to Use	Strongly Agree	22.3%	4.6	1.0	4	5	1	-0.2	1.6
	Recommendation	Strongly Agree	19.5%	4.7	1.1	4	5	1	-0.3	1.5

Category	Sub-category	Frequency	Percentage	Mean	Standard Deviation	Median	Mode	Range	Skewness	Kurtosis
Demographics	Age	18-25	15.2%	22.5	5.8	20	25	8	-0.2	2.5
	Gender	Male	55.1%	55.1%	1.0	0.0	1	0	0.0	0.0
Usage	Frequency	Daily	32.5%	1.2	0.8	1	1	0	-0.5	1.2
	Duration	1-5 years	45.3%	3.2	1.5	2	5	0	0.1	2.8
Attitudes	Perceived Ease of Use	Strongly Agree	12.1%	4.5	1.2	4	5	1	-0.3	1.5
	Perceived Usefulness	Strongly Agree	18.7%	4.8	1.1	4	5	1	-0.4	1.4
Behavioral Intent	Willingness to Use	Strongly Agree	22.3%	4.6	1.0	4	5	1	-0.2	1.6
	Recommendation	Strongly Agree	19.5%	4.7	1.1	4	5	1	-0.3	1.5